

AN INFANT INDUSTRY.

The APPEAL ventures to predict that in five years from now Nevada creamery stock will be considered a safer and more remunerative investment than any mining stock in the State of Nevada.

The great success of the Carson Valley creamery has caused capitalists in different parts of the State to investigate the creamery proposition as an investment.

The outlook is so promising that one wonders that it has not been considered before. The old fashioned methods of handling cows milk, the housewife wearing herself out at the churn, the long dusty drives to a market where three dollars worth of horseflesh was used up to sell four dollars worth of butter, are things of the past when a creamery makes its appearance.

The Carson Valley ranchers have quit making butter. They sell their milk to the creamery in bulk and get as much for it as they get for the butter, from the same quantity of milk produced and all bother and expense is done away with.

Where there is a creamery a good cow will produce from \$10 to \$12 worth of milk per month. A cash return of \$10 a month on a \$50 cow may be considered pretty good interest on money.

Last year the Carson Valley ranchers were offering their cows for \$25 a head and could not dispose of them. Now you can't buy a good cow in Carson Valley short of \$75 or \$80 as their value has increased since the advent of the creamery. Last fall the farmers could not find a market for half the hay raised. They are not hunting markets for hay now.

They feed it to cows, and \$2.50 worth of hay becomes \$10 when turned into milk.

The farmers in Mason Valley and in Humboldt and Elko counties are waking up to the proposition of starting creameries to inaugurate an era of better times, and there is a flourishing one in Washoe.

A housewife gets, by dint of hard, exhausting labor, three and a half pounds of butter from 100 pounds of milk. The creamery men, by the use of scientific machinery and power, get five pounds from the same amount of milk.

One firm in Sacramento ships sometimes as high as fifteen tons of butter a day from the East. Nevada, inside of two years, can furnish all the butter California consumers use and raise 20,000 hogs worth \$10 apiece off the refuse of the creameries.

The reason why milk cows are more productive in Nevada than California is the fact that nearly all the grazing land in California has been turned over to fruit growing, and the grazing land left contains nothing but dried grass after July 1st.

Nevada has velvet meadows and stretches of lush alfalfa until November, where thousands of head of milk cows can graze, and in some of the Southern valleys they can graze nearly all the year round.

This is why we predict that creamery stock in five years will be in better demand than mining stock. It is an infant industry now, but the child will grow.

It now turns out that the fight made against the legality of the San Francisco Grand Jury by Creed Haymond was all done on his own hook and against the wishes of the Southern Pacific Railroad. The fact of the matter is that for some time past nobody has known who is bossing the railroad, and when some lunatic in the employ of the road breaks loose, no one has any special authority to stop him. There are two persons who have caused the railroad no end of trouble, and both are connected with the law department of the road—Creed Haymond and Seonchin Maloney.

Edison has turned loose two more electric railway motors.

THE OUTSIDE OF THE NEW STORE.

People who pass for the first time the new store of Weinstock, Lubin, & Co., Sacramento, are apt to pause and look. Its great size and novel architecture make it quite different from the ordinary run of business structures. It stands on the corner of Fourth and K streets, with a frontage of a hundred and forty feet and depth of a hundred and sixty feet. The general design is massive and bold, with abundant decoration in artistic raised scrolls. A noticeable feature of the design is the great number and variety of windows. Some are very narrow and slim, like those seen in the pictures of old castles, while others are broad and low, and four or five times as large as ordinary windows. The central tower contains a projecting balcony, from which an excellent view of the city and surrounding country may be had.

The first story of the building in front rests on a series of arches eighteen feet wide and twenty feet high, the base of the arches being supported on massive iron columns. The plate-glass windows for the display of goods set back ten feet from the arches, permitting of an arcade walk between them and the main sidewalk. The chief entrance to the building is under the central tower. It is thirty-five feet high, and handsomely ornamented.

The house takes special pains with its show-window displays. Something new and interesting may always be seen in them. Some of the windows have floors fitted with revolving discs, so that goods placed upon them are constantly turning and passing in many directions. At present writing, in one of the windows are a dozen or more full-size wax figures of men, women, and children. They were imported from France and are very lifelike. The figures are stylishly attired in the new fashions, and as they pass and repass present a scene of much brilliancy and animation. The advantages which this house offers to customers, and they are certainly many and important, may be fully shared by those living at a distance. A handsome illustrated catalogue is issued free every Spring and Autumn. It sells goods as readily to distant buyers as the best salesman to a customer at the counter. Why should it not? Clear in its statements, impartial and fair, replete with news, it deals direct, and above all, is complete. The latest devices, the sensible household necessities,—what you need and what you would like to have,—are all there in beautiful illustrations and interesting descriptions. It is a helpful book for young or old, rich or poor, and free for the asking.

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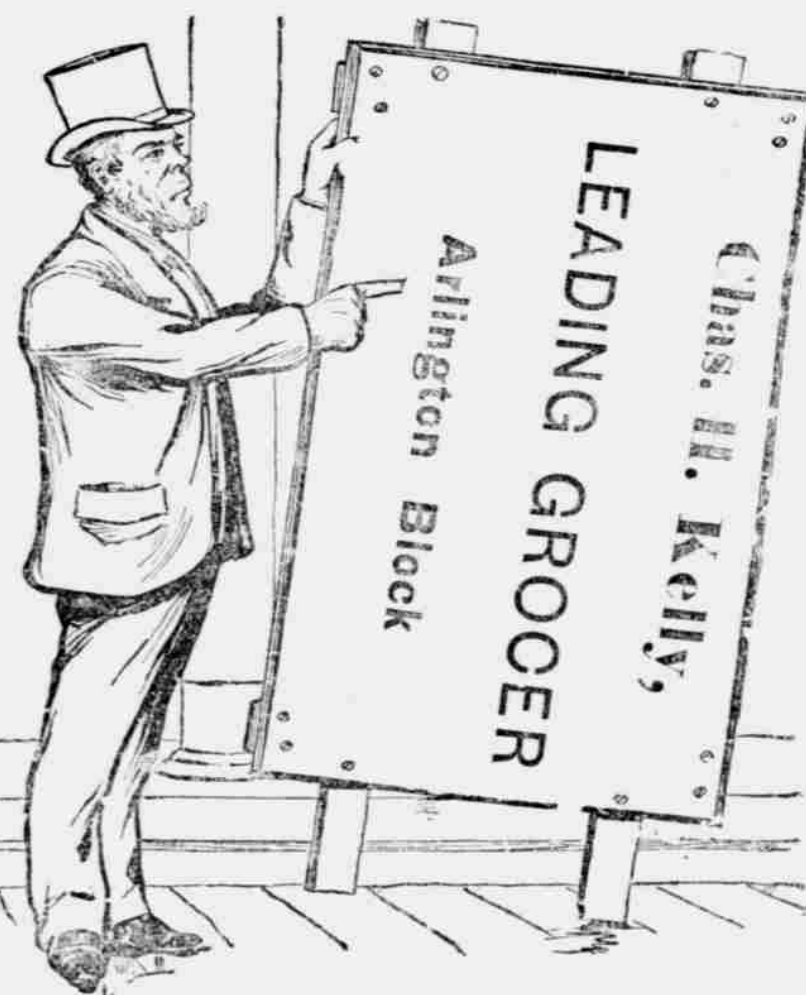
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